

Film NOTES

A HOUSING FILM RATED R

The new film "A Place of Our Own" is partly based on the book *The Fannie Mae Guide to Buying, Financing & Selling Your Home*. (Reviewed last issue.) Although the film does not transmit a large quantity of factual information, it is useful, it is often entertaining and sometimes hilarious. The cinematic style has touches of "Georgy Girl," "Sleeper," and "The Graduate", which is quite a contrast to the usual style of films covering topics as inherently boring as home buying and financing. (Modern Talking Picture Service, 16 mm, sound, color, 15 minutes.)

— S.H.

FURNISHINGS FILMS AVAILABLE ON FREE LOAN

16 mm films available from Armstrong Cork Company:

Kitchen Talk — With Joan Rivers — Shows a variety of kitchen designs with emphasis on decorating and flooring choices. Good summary film to use with beginning level furnishings or equipment courses.

Touch of Quality — Film shows traditional furniture styles which are most commonly sold today. Shots of furniture construction processes are well done. Thomasville furniture is shown.

The Indoor World — Three of the Armstrong decorators describe how they plan color schemes and room designs for magazine layouts.

What Do You Know About Carpets — Shows carpet types which are now available. Emphasis is on the consumer

approach to the purchase of floor coverings.

The Total Look — Ceilings — Film shows types of ceiling materials from Armstrong.

All films are quite new — in color, and have minimum emphasis on advertising. To borrow film copies write:

Clyde O. Hess, Advertising and Promotion
Armstrong Cork Company
Lancaster, Pa. 17604

The following slide films are available on free loan through local Division Offices of The Sherwin Williams Company. (Contact the Sherwin-Williams Co., Attn. Joan E. Hugo, Field Programs Manager, 101 Prospect Avenue, N.W., Cleveland, Ohio 44115 for the address of the Division Office in your area.)

1. *Classic Antiquing* — Describes how to antique furniture, the greatest advantages of antiquing, and the various effects which may be obtained by using different techniques.
2. *Carpeting . . . the Sixth Wall* — Explains how to buy carpeting. What facts you need to know before you buy, what kind of carpeting you need for various life styles and room decors.
3. *Pattern Power with Wall Coverings* — Shows how to select the proper designs and colors to achieve beautiful and dramatic effects with wall coverings.
4. A fourth program on the Sherwin-Williams Bicentennial House of Ideas is in the planning stage at this time.

Each program is approximately 25 minutes in length and is given through the use of a filmstrip and cassette narration. — Roberta Null.